

LTAC Final Report for 2015 Bainbridge Arts & Crafts

Summarize the activities undertaken in providing the services described in Attachment A.

Bainbridge Arts & Crafts was awarded \$3,449 to purchase 10 months of video screen advertising on the Washington State Ferries and three issues worth of advertising in the quarterly magazine *Art Access*.

Using our 2015 LTAC grant, we advertised 18 different exhibitions to Bainbridge residents, commuters, and visitors using these outlets.

Reference the project objectives specified in Attachment A. Were those objectives achieved? Why or why not? Were there any unexpected positive outcomes or challenges?

We fulfilled our project objectives. The Washington State Department of Transportation provides advertising opportunities on video screens of all of the WSF vessels and terminals. The WSFS is the largest marine transportation system in the United States, and the largest vehicle ferry system in the world, with more than 25 million passengers traveling through the ferry system each year. As per our project objectives, we designed and produced 12-second ferry ads that were projected on 16 screens once every 15-minutes for 20 hours each day, adding up to 38,400 spots per month.

We have long considered *Art Access* to be our most effective means of print advertising for the Puget Sound area because it is directed not only at local residents, but tourists. Its 11,000 print magazines are distributed to restaurants, luxury hotels, concierge desks, museums, galleries, and bookstores from Bellingham to Portland, Oregon. As per our project objectives, we purchased three quarters' worth of listings in *Art Access*.

Reference the specific measurable results specified in Attachment A. Were they achieved? If not, what challenges prevented the achievement of the anticipated results?

BAC measures the effectiveness of our advertising in three ways: attendance, amount of sales, and number of items shipped.

- In 2015, we had 39,400 visitors to our special exhibitions, on par with our average visitor count for the last five years.
- Exhibition sales in 2015 were ahead of budget (\$240,000 budgeted income as compared to \$250,667 actual income).
- In 2015, we shipped 219 works of art to 31 states and two foreign countries.

As has been the case in past years, the advertising we were able to do through our LTAC grant had a direct positive impact on all of these numbers.

Describe involvement of any partners specified in Attachment A, as well as any unexpected cooperative relationships that developed through implementation of the project.

BAC had no partners in this project unless you wish to count the Trans4Media group, who was hired by the Washington State Department of Transportation to provide advertising opportunities on all of the WSF vessels and terminals. As always, they were extremely helpful.

Reference the project budget specified in the Attachment A. Provide an analysis of actual expenses and income in relation to the projected budget.

LTAC grant amount	\$3,449
Actual expenses	
2015 Trans4Media ferry ads for March-December, 10 total	\$2,500
2015 Art Access listings three issues	\$949
Expenses invoiced to LTAC	\$3,449

Provide a good faith best-estimate of actual attendance generated by the Proposal in the three categories below:
Please see the attached JLARC report.

Describe the methodologies used to arrive at the good faith estimate of actual attendance numbers described above.

To measure success of our off-island advertising programs, Bainbridge Arts & Crafts keeps a daily count of those who visit our special exhibitions and related events. We also track exhibition sales and number of items shipped off-island.

To estimate 2015 overnight stays that occurred as a result of our advertising program, we collected anecdotal information and also reviewed our calendar year of exhibitions and events to arrive at a best-guess, good-faith estimate of the number of artists and their friends and families who traveled from elsewhere to Bainbridge specifically for these exhibitions and events and subsequently stayed overnight.

Evaluating and tallying likely stays and visits for each month's events and activities in this way brought us to the totals listed in the JLARC reporting form.



JLARC Municipality Reporting - *Bainbridge Island*

Add Activity

Activity

Activity Name:

Organization:

Activity Type:
Event/Festival

Activity Date:
Start Date: End Date:

Funds
Requested:
\$
Awarded:
\$
Total Cost of Activity:
\$

Attendee Estimates

	Projected	Actual	Methodology
Overall Attendance:			Select One
Attendees who traveled 50 miles or more to attend:			
Total:			Select One
Attendees who stayed overnight:			Select One
Of total, attendees who traveled from another state or country:			
Paid accommodations:			Select One
Unpaid accommodations:			Select One
Paid Lodging nights:			
			Select One

Activity Notes: